




Teacher(s)	Agie De Selsaeten Sandrine ;Goedseels Emmanuel ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	<p>Communication can only be strategic. Any action should be integrated in a full communication plan that has been designed to reach defined communication objectives with a thought-out strategy.</p> <p>This course will cover all elements of strategic communications, starting from the place of the communication leadership in the hierarchy of an organisation to the measurement of communication actions. This course aims at teaching how to build a strategic communication plan through:</p> <ul style="list-style-type: none"> <li>• Organisation standards: corporate objectives, structure, budget...</li> <li>• Situation analysis: audits, mapping, intelligence gathering, opportunities, vulnerabilities,...</li> <li>• Communication basics and prerequisites: mission, vision, objectives, strategy, messaging, stakeholders and audiences ;</li> <li>• Communication disciplines: corporate communication, brand communication, social-media relations, crisis and issue management, public affairs, financial communication, internal communication,...</li> <li>• Evaluation: KPI's and measurement</li> </ul>
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <ol style="list-style-type: none"> <li>1. Understand the notions of strategic thinking in communication ;</li> <li>2. Understand the process that leads from a strategic analysis to the definition of a specific strategy ;</li> <li>3. Know the different stages of development of a communication plan in connection with the overall strategy of an organization (private, large or SME, public, non-profit,...) ;</li> <li>4. Define communication objectives and communication strategies ;</li> <li>5. Develop messages addressed to specific audiences and stakeholders ;</li> <li>6. Know, assess and use the main types of communication disciplines.</li> </ol>
Evaluation methods	Written examination partly on content of the course and definitions, partly on case solving (to develop a strategy and to elaborate a communication action plan).
Teaching methods	Lecture with case studies and exercises
Content	<p>Communication can only be strategic. Any action should be integrated in a full communication plan that has been designed to reach defined communication objectives with a thought-out strategy.</p> <p>While this course is held in English, the central focus is not on language teaching. It is given by non- native English professors who will put students into a business environment where mainly "international English" is spoken, with specific terms and jargon linked to the communication sector.</p> <p>This course will cover all elements of strategic communications, starting from the place of the communication management team in the hierarchy of an organisation all the way to the measurement of communication actions. This course aims at teaching how to build a strategic communication plan through:</p> <ul style="list-style-type: none"> <li>• Organisation standards: corporate objectives, structure, budget, ...</li> <li>• Situation analysis: audits, mapping, intelligence gathering, opportunities, vulnerabilities, ...</li> <li>• Communication basics and prerequisites: mission, vision, objectives, strategy, messaging, stakeholders and audiences</li> <li>• Communication disciplines: corporate communication, brand communication, social-media relations, crisis and issue management, public affairs, financial communication, internal communication, ...</li> </ul>

	<ul style="list-style-type: none"> <li>• Evaluation: KPI's and measurement</li> </ul>
Bibliography	<p>Gregory, Anne (2015). Planning and Managing Public Relations Campaigns: A Strategic Approach (PR In Practice). Kogan Page</p> <p>Starbuck, W. H. (2006). Organizational Realities: Studies of Strategizing and Organizing. OUP Oxford.</p>
Other infos	<p>The course is given in "business English", it is not intended to teach English but to place students in a professional environment in which English is the working language, regardless of language background.</p>
Faculty or entity in charge	<p>COMU</p>

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Multilingual Communication	MULT2M	5		
Master [120] in Communication	CORP2M	5		
Master [120] in Translation	TRAD2M	5		
Master [60] in Information and Communication	COMU2M1	5		